

St Austell BID Board Meeting
Minutes of the meeting held on 5th April 2016

Present:

John Kneller, Giles Bingley, Ameena Williams, Richard Hurst, David Pooley, Mark Torr, Hayley Newton. Mark Lewis, Sara Gibson.

In Attendance: Annette Miller.

1. Welcome: JK welcomed the Board to the meeting.

Apologies: Roberto Cubeddu, Dale Lovatt, Noel Krishnan.

2. Minutes of Previous Meeting.

The minutes of the Board Meeting held on 1st March were reviewed and approved.

3. BID Finances and Budget: Giles circulated the management accounts for 12 months to 5th April 2016. This showed a carry over into the new financial year of just over £15k which will be required to fund some of the extra initiatives planned for 2016.

4. BID Manager Update: Annette updated the Board on current activities:

St. Piran's Day March 5th NoteAbility Choir did 4 stops around the town and ended with the Trelawney Shout at each one. White River Place sponsored the Disco, Mothers day picture display, Pasties and Alymer Rabbit.

Pit, Paper and Porcelain Publicity out on A boards and posters for shops being distributed this week.

Man Engine Saturday 28th July. Trinity Street will be the venue for the transformation. We will be needed to enhance this spectacle by trying to include Wheal Martyn, Imerys and Schools to take part in this event.

Loyalty card now has over 2,000 users.

Levy bills have been sent out with a covering letter from John as Chair of BID.

All business due Radio rebates have been contacted and advised how to make their claim for a 50% refund. 2 have been received so far.

The Discovery Map is out for tender on printing and installation. The company that original printed the map has gone out of business and the installation is proving to be a specialist job. We have a few irons the fire but the cost could prove to be way above what was originally thought. Sponsors are being sort for this project.

Empty Shops: One has been completed (the old Money Shop) and shows the shop as a shop but in a fun way. Shop number 2 (Britannia Building Society) is being printed at the moment.

Have put in a request to the County Council for permission to secure the Flower Tower with Bolts to try and stop it being pushed over.

Streets were cleaned by the County Council on the 21st March and due to a leakage of brake fluid they were left dirty and dangerous. They came and gritted the areas concerned. After the grit was cleaned away there was rather a mess left outside the shops entrances due to people and pushchairs dispersing this throughout the town. In discussions with the Council to get this cleaned properly.

Smaller traders are very upbeat about the changes to rate relief and for many this will have a significant impact on their businesses.

I would like to put in a request to the board for someone to set up a proper data base. This is something that is urgently needed and someone with the right knowledge can do this fairly quickly and is worth the investment. This was agreed as required.

A discussion took place regarding the Pirate FM proposal to have a major St Austell publicity push with a very positive slant for a year. The Package includes a minimum of 28 plays of the generic 40 second St Austell promo and up to 100 plays of this as a "filler" plus a 20 second monthly individual promo. This goes out on both Pirate FM transmitters – East and West including DAB and has a target audience of 160 000.

Promoting St Austell, special events with monthly changes including : Feast Week, Torchlight, Banger Rally, MAN Engine visit, Christmas etc.

This also raises the profile of St Austell being at the heart of Cornwall and near many major attractions.

Raising awareness and visitors to the town is a key objective for BID and WRP and will also benefit the Town Council in the longer term by increasing visits to car parks, utilisation and ultimately income.

It was agreed that subject to the Town Council agreeing to pay one third of the total investment of £10870 then White River would contribute one third and BID would contribute one third we would proceed. JK and AM to present at Town Council meeting.

5. BID Projects:

- **South West in Bloom:** Bracket locations are agreed, the plants are growing well.
- **Cost Savings:** Discussions with “Power Solutions” and a potential Recommended Suppliers List continue.
- **Security, Cleanliness and Shopwatch Radio:** CCTV camera in Cemetary Park fitted and operational. Thanks to Ameena for allowing infrastructure to run through White Hart. Radio training completed at WRP, 46 radios now in use.
- **Premises- Appearance and Occupation:** No Update.

6. Feedack from various meetings:

- Town Heritage stage 2 application continues to be compiled.
- SABEF will be taking a stand at the Cornwall Business Fair on 11th May to promote St Austell, local projects and the area as a whole, BID will be represented with attendees and a pull up banner publicising the Town App and FB page.
- Earlier discussions reference a Brand Logo for St Austell are now being reinvigorated
- RH and AM meeting with Heart FM ref Christmas, they have agreed to do a free event.

7. AOB

- LIDL application at Holmbush – move from Town Centre?
- AGM planning required suggest 7th June, GB to formulate timetable.
- Long term planning continues with Shiela Vanloo for a Easter 2017 extravaganza.

Date of Next Meeting : Tuesday 5th April 2016

At the White Hart Hotel.